

ABSTRACT

A protective packaging unit for a bottle or jar is described. Said unit comprises a moulded plastic sheath 5 which is closed at the top, open at the bottom, possesses a means for releasably holding the bottle or jar, and has cutaway sections in opposite sides that enable the bottle or jar to be grasped between finger and thumb and pulled from the sheath. The packaged consumer product comprising the 10 bottle or jar and the sheath is easy to assemble and to use.